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## PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Yaron REICH  
Assignee: Nooly Technologies Ltd.  
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Title: LBS Nowcasting Sensitive Advertising and Promotion System and Method  
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POWER OF ATTORNEY

The individual attorneys Bruce E. Lilling (Reg. No. 27,656) and Sean Liam Kelleher (Reg. No. 54,212) and patent agent Dr. D. Gracser (Reg. 40000) hereby appointed as the attorneys to prosecute the above-identified application and to transact all business in the United States Patent and Trademark Office in connection therewith. Kindly conduct all correspondence with

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All prior Powers of Attorney are expressly revoked.

Respectfully submitted,

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